

D7/ 359

SIGNATURES Flyer  
Recvd May 27, 1996



**SALE** Bake lo-fat meatloaf in our clever two-part pan from Betty Crocker®. It's made in the USA from sturdy steel with a clear nonstick finish. And has a ridged, perforated insert that lets fats and oils (and the calories contained therein) drain away throughout the cooking process. The result? A leaner, healthier, more delicious entree the whole family can enjoy... and no-soak, no-scour cleanup too. About 11" x 6" x 2½" overall. Use the outer pan alone as well.

Lo-Cal Meatloaf Pan □ #11-48239-5 □ Orig. 15.00 NOW 12.00

No shipping charges! See Coupon.

Signatures® 19465 Brennan Ave., Perris CA 92599  
(909) 943-2021

F-41039R/5

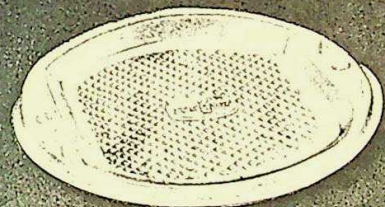
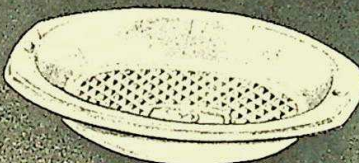
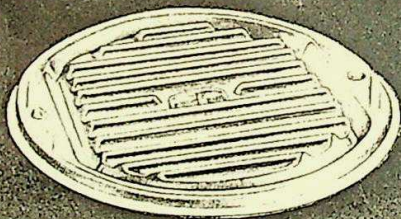
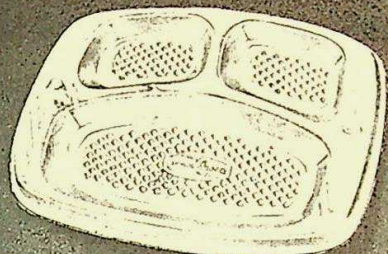
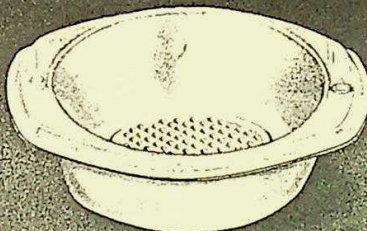
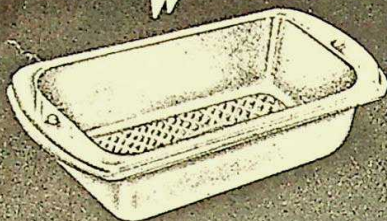


# NORDIC WARE® ANNOUNCES

## REUSEABLE/DISPOSABLE

# MICROWAVE COOKWARE

**NEW  
SPACE-AGE  
MATERIAL**



- Microwave and conventional oven safe to 400°F/200°C.
- Freezer safe (tested to -40°F/-40°C).
- Self-covering design so no one container acts as a cover for another.

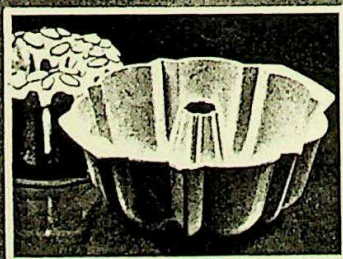
- Dishwasher safe.
- Smooth, easy to clean, "no-stick" exterior/interior surfaces.
- Priced for disposability but built for reusability.

- Packaging to fit any need: soft packs, hard packs, open stock, assorted sets of 6, 10, or 20 pieces, and pre-pack displays.

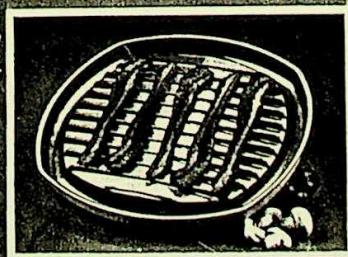
Tested and Recommended by

**Betty Crocker®**

**NORDIC WARE®**



Nordic Ware® also offers a complete line of **GEMSTONE®** Microwave accessories—available with optional DuPont **SilverStone®** non-stick.



For more information contact your local representative or call 1-800-328-4310 microwave division.  
NORDIC WARE®, Division of Northland Aluminum Products, Inc., Highway 7 & 100, Minneapolis, MN 55416 (612) 920-2888.

**SEE US AT THE NHMA SHOW BOOTH #3142**



Housewares

November 1, 1985

page 128



D7/359

RECEIVED

FEB 9 1981

RECEIVED

FEB 9 1981

ART UNIT 292

ART UNIT 292

Please peel off this label and attach it to your order

Joan Cook

3200 S.E. 14 Ave.  
Ft. Lauderdale, Fl. 33316

POSTMASTER: If undeliverable as addressed,  
leave at this address. Please do not return catalog.

BULK RATE  
U.S. POSTAGE  
PAID  
Joan Cook

# David Tone

A. Your Name in Soft  
Sculpture, in 17 Colors

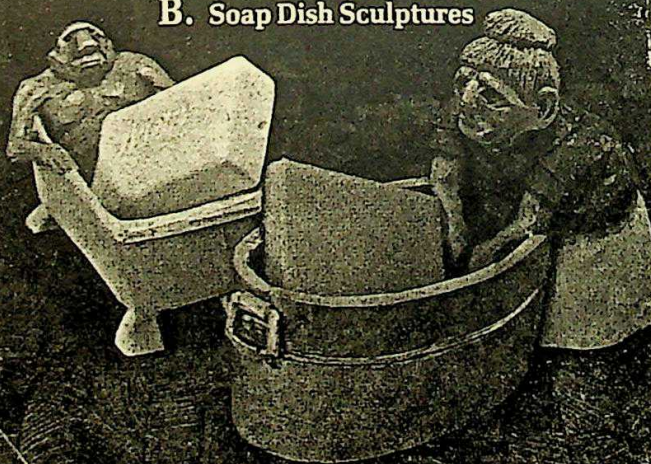
Item Descriptions on page 94

USE YOUR CHARGE  
CARD AND OUR  
TOLL-FREE PHONES

C. Kitchen Carousel



B. Soap Dish Sculptures



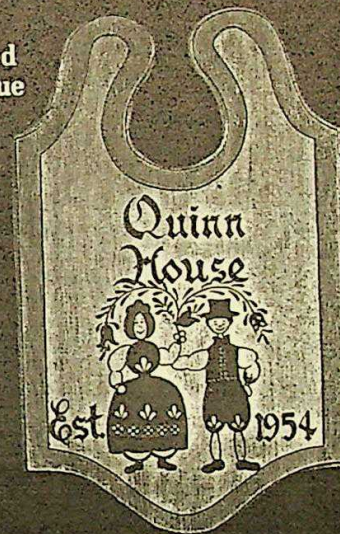
Order by Phone  
Toll Free



A. This Is A Wall Clock,  
Made from A Business Card

Descriptions of cover items on page 2.

B. Dated,  
Personalized  
House Plaque

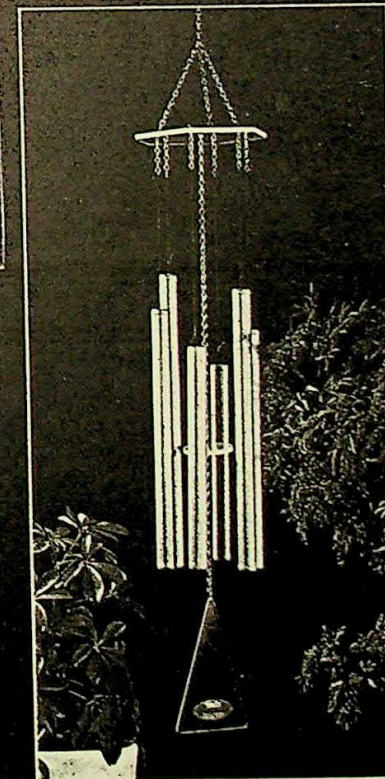


C. Soap Dish Stays Clean and Dry



## Joan Cook 1981

D. Gong Chimes  
Are Melodious,  
and Loud!





rowave  
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pproved plastic.  
or \$17.↑

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pre-frying or a  
e it on burgers,  
en. It seals in  
fully—and  
es, sugar, or  
al papaya  
kers makes

rowave Cover



**A. The Pots Go Round and Round, for Much Better Microwave Cooking!** This turntable makes microwave cooking even more automatic. You don't have to stop to turn the dish, or stir the food any more. And the steady motion diffuses the microwaves, so there are no more hot spots—cakes rise smoothly, and food cooks evenly in less time. Turntable works on a wind-up mechanism with a heavy duty aircraft type spring—no batteries or electricity, nothing to break. Just wind it up and it revolves slowly for up to 30 minutes. It's 10" wide, and holds up to 10 pounds... use any pot or dish on it. U.S. made of durable plastic, with year warranty, safe in all microwave ovens. 1098—X Microwave Carousel \$46.95 →



**C. Check for Microwave Oven Leaks**  
Service technicians use this instrument to check for dangerous microwave oven leaks. It takes only a second to use, and it's accurate within Bureau of Radiological Health standards. Hand-held tester has a two-year warranty... a very reassuring safety device to keep right on top of your oven. 565—X Microwave Meter \$19.95 ↑

**D. Microwave Bowls are Frozen Food Size**  
Our new 6x8x1¼" dishes combat the square-food-in-a-round-pot problem; frozen food packages fit perfectly. U.S. made, high-fired ceramic is microwave and conventional oven safe. Two-cup capacity is handy for all small servings, too. Set of 4. 1065—X Frozen Food Dishes \$19.95 set

**Frozen Food Size Microware Pots**



**B. Grill Fits Microwave Carousel**  
The grooved bottom holds it securely atop the carousel, and the round shape lets it turn without bumping the oven walls. Ridged surface and well drain drippings from burgers, bacon, chops. A good all purpose tray for microwave and conventional ovens, made of FDA approved, dishwasher safe, nonflammable polybead plastic. 11¼" diameter. 1750—X Carousel Grill \$8.95 ↑

## Microwave Marvels



D7-359

JOAN COOK"  
1981 CATALOG

Rec'd. 2-9-81  
PAGE 41



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SEC. ONE

SUPPL. TO HFD

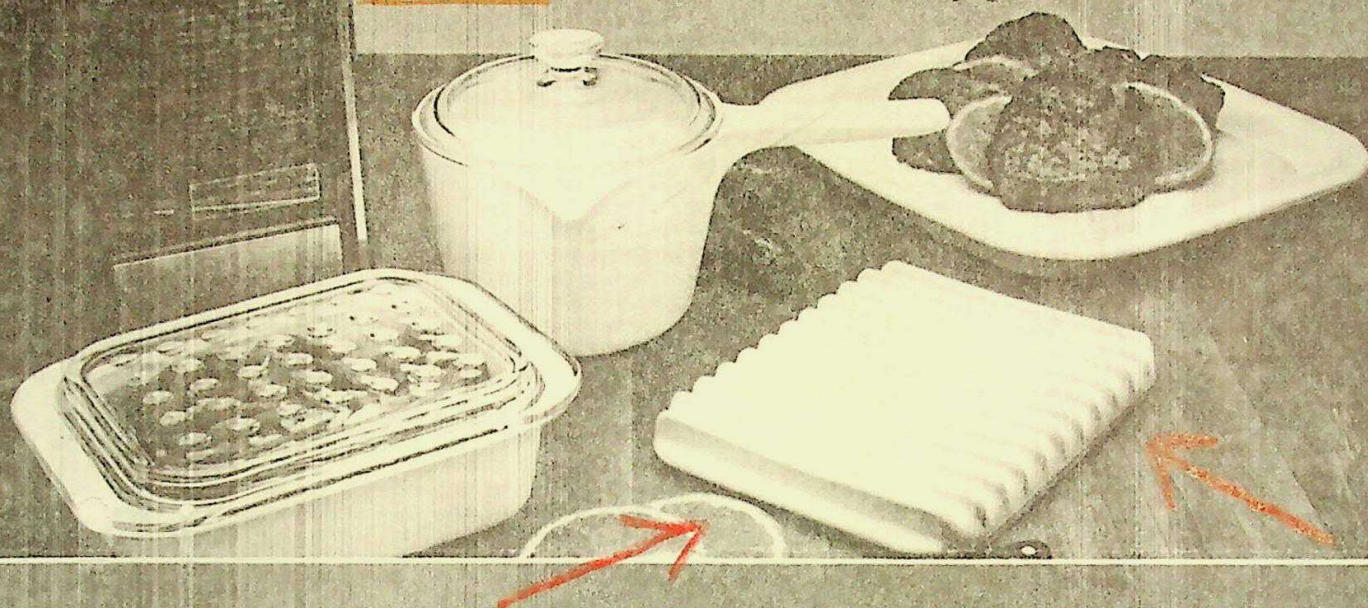
RETAILING HOME  
FURNISHINGS.

MAR. 10, 1980

## " BROCHURE SEGMENTATION "

### 3. MICROWAVE COOKWARE. ALL THE BASIC INGREDIENTS YOU NEED TO MAKE A BIG MICROWAVE BUSINESS TODAY. AND A BIGGER ONE TOMORROW.

Today microwave cooking is tremendously popular but it's nothing compared to what it's going to be. That's why we developed one of the most extensive microwave lines in the business. And because there's more Microwave CORNING WARE® to buy, your customers will be buying more of it.



### 4. NEW RANGETOPPERS' COOKWARE. IT'S GOING TO DO FOR THE TOP OF THE RANGE WHAT CORNING WARE CASSEROLES DID FOR THE OVEN.

CORNING WARE with a metal bottom. It combines the versatility of Corning pyro-ceram glass with the superior heat-conducting properties of metal. And its pattern is the best of our line. That's why it's going to be especially popular with customers who already own and love Corning Ware.





Original brochure in  
D7/354



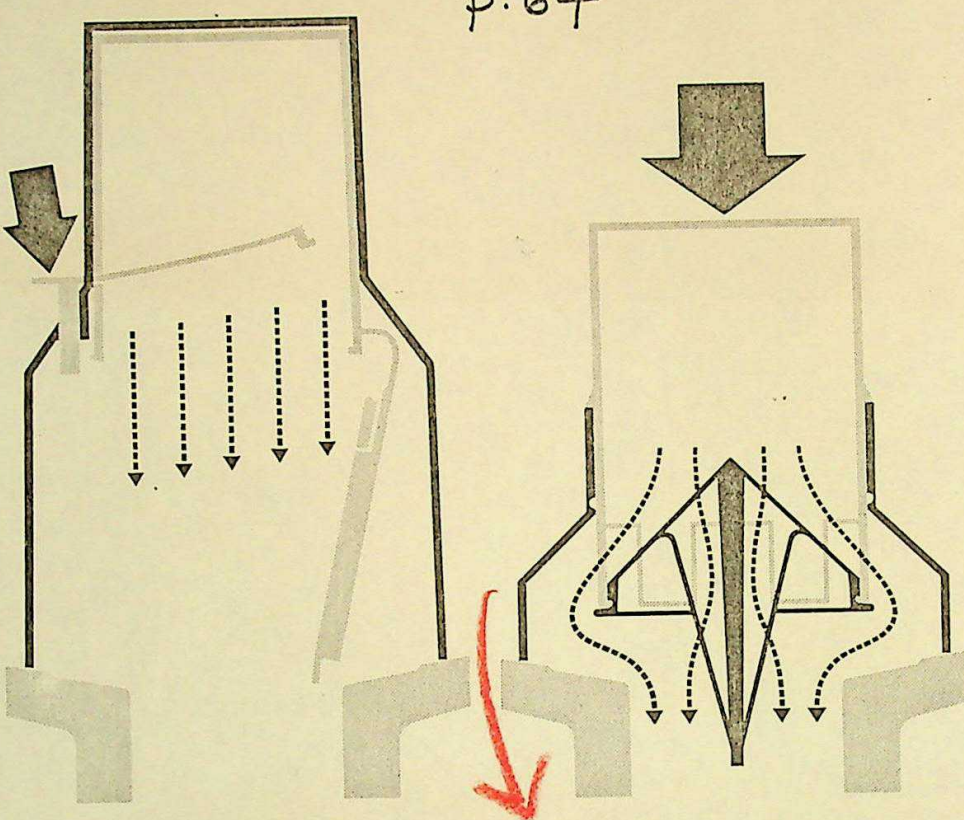
D7/85  
D7/359

that conserve energy.

JULY/AUG. 1978

# INDUSTRIAL DESIGN

p. 64

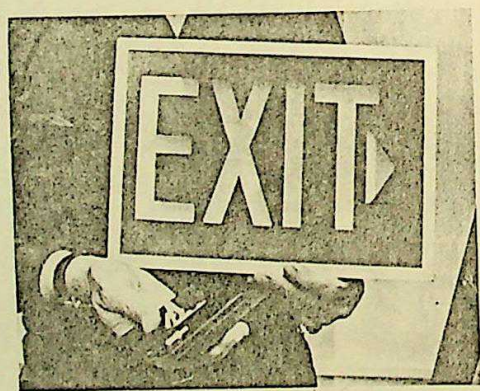


## Childproof packaging

Two systems for safely dispensing corrosive drain cleaners have been developed by a Swiss design firm. Both systems are intended to release a caustic agent only over a sink opening. In one package, shown on the far left, a plunger is used to pop open the cleanser compartment. The other, near left, is emptied by pushing the top down. A spine at the center of the package prevents it from being opened except over a sink opening. Ernst & Co. Inh. Geiger und Neuenschwander Verpackungen, CH Kloten, Switzerland 8700, Switzerland.

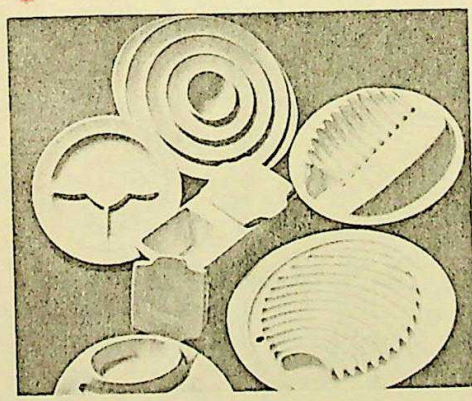
## Interlocking butterfly

An improved butterfly tourniquet has been developed for one-handed application. The bandage is made from a nonadhering gauze which will not dry into the wound and was designed by Louis J. Raggio and William Green of Rockwell International for Johnson Space Center. To apply, the two halves of the bandage are stuck on opposite sides of a laceration. Then the separate covering on the butterfly shape is removed. The two halves are pulled together to force the laceration to close and the tourniquet is sealed in place. Lyndon B. Johnson Space Center, Houston, TX 77058.



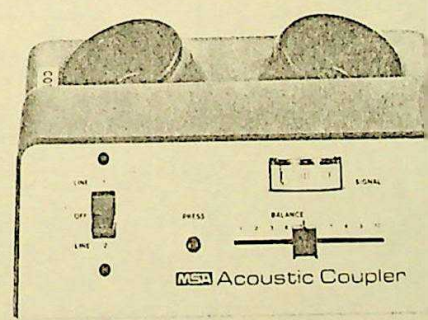
## Fail/safe exit sign

American Atomics has developed a Beta particle-powered emergency exit sign that would burn unaffected in vital public safety sites should a power shortage occur. The 100 percent energy-saving sign uses no electrical power or batteries, needs no wiring or conduit for installation, and mounts on any surface with screws. Guaranteed by the company to light perfectly for 10 years, the green glowing sign is visible for a distance of 250 feet in the dark. American Atomics, 425 S. Plummer Ave., Tucson, AZ 85719.



## Microwave oven cookware

The Masonware microwave cookware series, made of ceramic stoneware with a high gloss ivory glaze, can go from refrigerator to microwave (and conventional ovens up to 325 degrees) to table to dishwasher. Cooking, serving and storage functions are combined in one convenient utensil. The eight types of Masonware dishes are available in five design colors. Masonware, 729 W. 16th St., Suite B-8, Costa Mesa, CA 92627.



## Mine safety device

The Acoustics Coupler, from Mine Safety Appliances, works with conventional mine communication systems providing two-way communication between the underground work and outside public telephone operations. The device makes an acoustic connection between systems amplifying conversation both ways. It satisfies state law requirements since emergency medical attendants can communicate directly from the mine to health care facilities. Under the system, a single dispatcher can control all processes. Mine Safety Appliances, 1000 Penn Center Blvd., Pittsburgh, PA 15235.



D7/85  
D7/359

and eleven-piece teapot, sugar and creamer, salt and pepper, butter warmers, individual

MARCH 7-14, 1978

# number one can opener easy as using it.

## A superbuy.

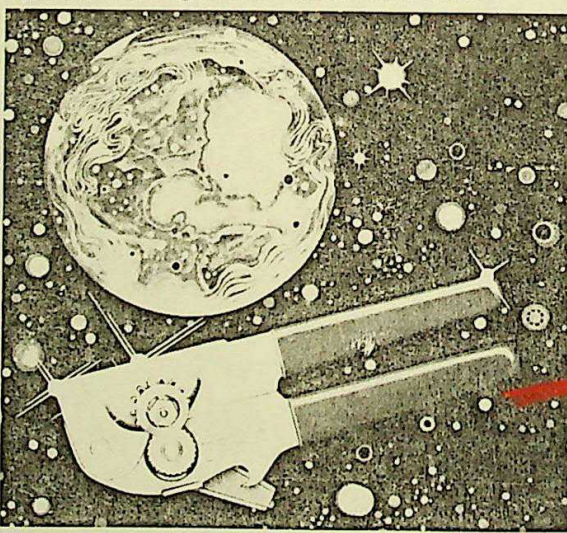
Swing-A-Way is the practical, back-to-basics can opener that makes sense for today. The price is still terrific, and so is its solid value. Just \$2.98—



only one dollar more than it was in 1955. It's durable. Guaranteed for 5 years, but built to last twice as long. And it saves energy (and repair bills) because its non-electric.

## Used by the astronauts.

Model 407 is not just another ordinary can opener. It changed the world's standard for



opening cans. And it left all other can openers behind when NASA selected it to be the first can opener in space—the one the astronauts used aboard Skylab. Today, Swing-A-Way is meeting people's can opening needs around the globe. A large share of our business now comes from overseas, from countries like Germany, England, France, Denmark, Norway, Sweden, Finland, Australia, New Zealand, South Africa, Iran, Singapore, Malaysia, Venezuela, and Japan. People everywhere tell us its the best.

A-Way  
Can Opener  
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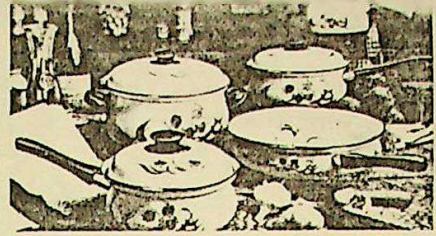
an opener,  
yours  
ese nice



ste for the  
know, once  
owning it:  
the  
the while,  
table spread,



where tell us its the best.



The Carmona Collection is available in a seven piece set as well as open stock.

Pointerware will support the new product with advertisements in *Good Housekeeping*, *Redbook*, *Redbook's Cooking with Pleasure Annual*, *Modern Bride* and *New York Times Magazine*.

## Spring Ovenware Promotion

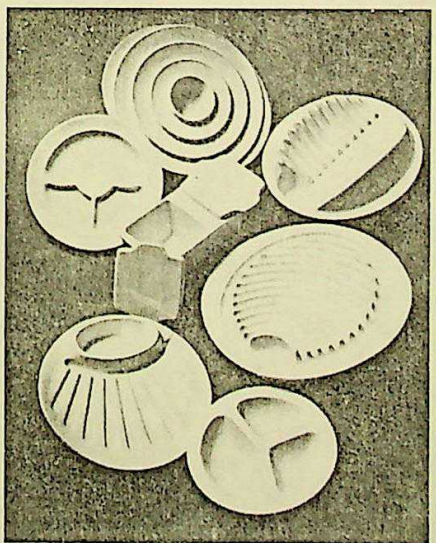
Anchor Hocking, Lancaster, OH, has announced a 1978 Spring promotion for ovenware sets from the Harvest Amber collection.

The promotion is based on four end-cap assortments, each featuring a combination of selected sets from the line's eleven offerings. A display allowance of 5% will be offered on these selected assortments on shipments made between the first of February and the end of May, 1978.

The Harvest Amber line features a transparent brown color, Sure-Grip handles, and a 5-year warranty.

## Ridges and Grooves

A line of microwave cookware that is designed with ridges and grooves for more even heating has been introduced by Masonware Corporation, Costa Mesa, CA.



There are eight pieces available in open stock with an ivory color glaze. The pieces available are a roast 'n rack, meat and fish dish, hors d'oeuvre tray, duo-dish for frozen vegetables, cook 'n server, heat 'n eat plate and a baby dish.

MARCH 7-14, 1978  
HOUSEWARES

P. 20

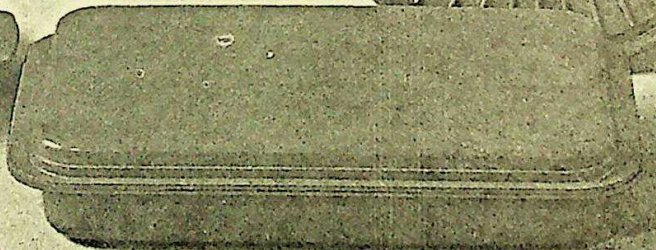
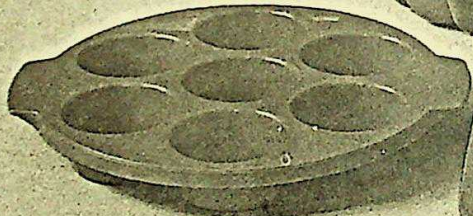
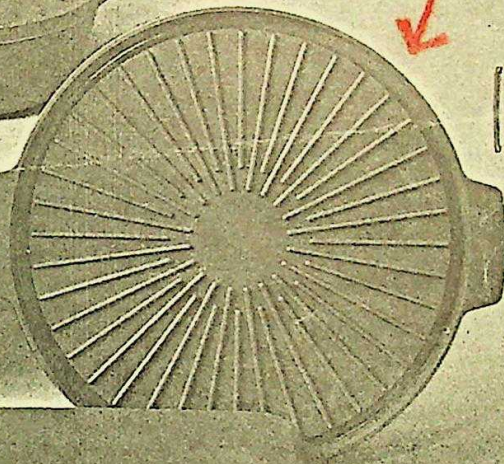
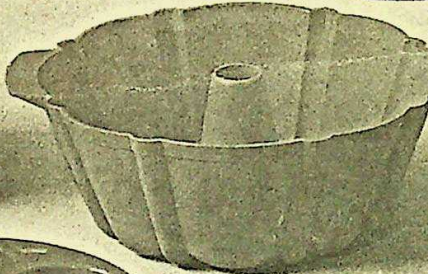
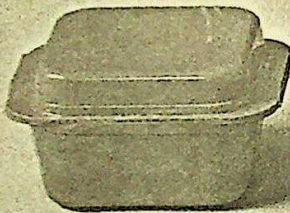
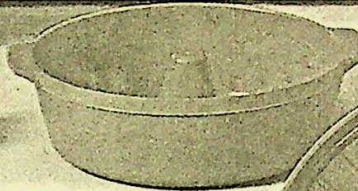
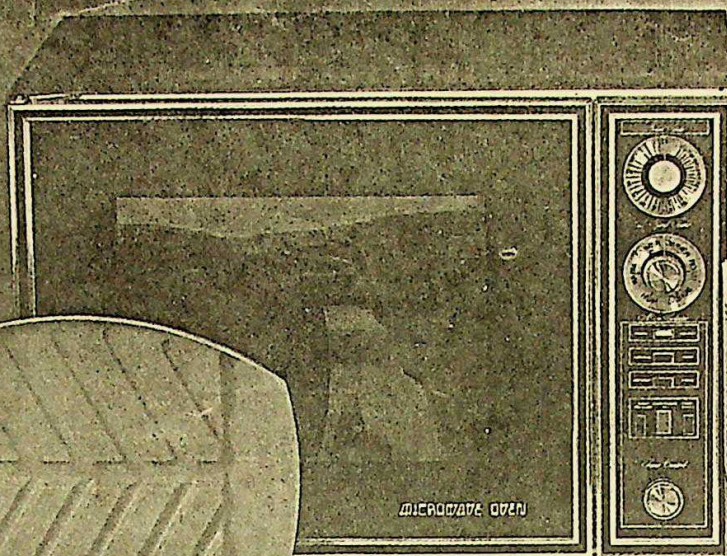
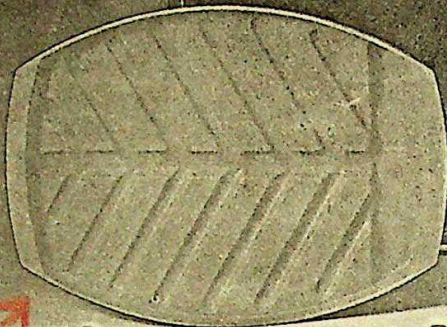


# MICROWAVE OVEN ACCESSORIES

D7-359

JAN. 16, 1978

P. 14



EXCITING NEW  
TERRA COTTA  
COLOR

## **Eagle** MICROMASTERS®

8 EXCITING NEW SHAPES—FOR MICROWAVE OVEN USE ONLY  
THE ONLY MICROWAVE ACCESSORIES WITH A

**5 Year Guarantee**

SEE US AT BOOTH No. 5358 **NHMA SHOW**

Eagle Affiliates—An APL Co.—101-01 Avenue D, Brooklyn, N.Y. 11236

original in  
D7/354

RETAILING HOME FURNISHINGS  
SEC. 3 JAN. 16, 1978

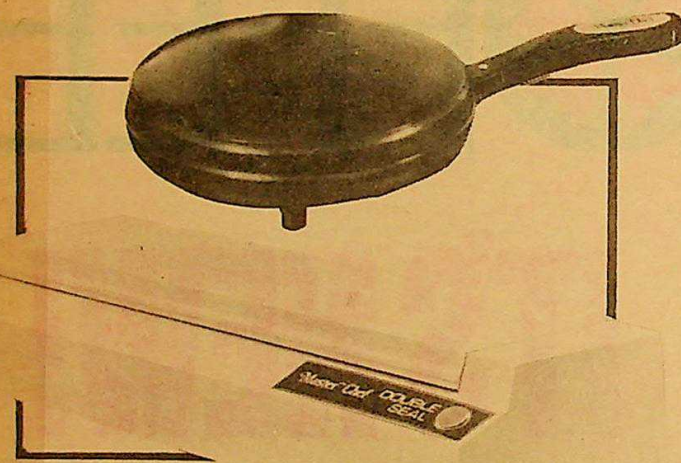
P. 14



D7/359

June 15, 1976  
page 11

## housewares / electric housewares



NEW FROM NORTHERN: Crepe maker (top) and bag sealer.

No. Electric  
To Present  
1st Bag Sealer

# Lids Problem to Be Re-examined

BY ANN TELTHORST

WASHINGTON (FNS) — The question of who has jurisdiction over the safety of canning lids, battled between two government agencies for about a year now, may be resolved at the end of the month when the Consumer Product Safety Commission takes a second look at its own position.

Last winter CPSC voted 3-2 that it did not have jurisdiction over the lids because the product was in the Food and Drug Administration's field. Commissioner David Pittle, who argues that CPSC does have jurisdiction, said the majority voted against him and Commissioner Barbara Franklin because of a letter from FDA's general counsel saying that the FDA had jurisdiction.

In fact, language in both the Food and Drug and the Consumer Product Safety laws indicate that both agencies can claim jurisdiction.

**THE PROBLEM LAY DORMANT** until the growing season began and consumers and retailers started filing complaints with the Agriculture Department and FDA about faulty lids, causing food to spoil.

USDA consumer advisory Nancy Steorts then sent a letter to CPSC asking it to take another look at its position. Also, at about the same time, Sam Fine, FDA associate commissioner for compliance, sent a letter to CPSC saying FDA did not have jurisdiction.

The commissioner decided to take a second look at canning lids at their meeting late last week, but did not vote on the issue.

"We're working out a memorandum with FDA over jurisdiction now," said Pittle. "It's a question of whether we should act. It's silly and I'm embarrassed about it."

But Pittle added that, "it's silly for both agencies to handle the problem. So we're in a process now of resolving it in the labs."

**PITTLER EXPLAINED THAT** the most practical thing would be for FDA's labs to handle portions of the problem that it is most competent to handle while CPSC will take care of the problems it is most competent to deal with.

# Arthur Godfrey

Home Furnishings Daily

D7/359

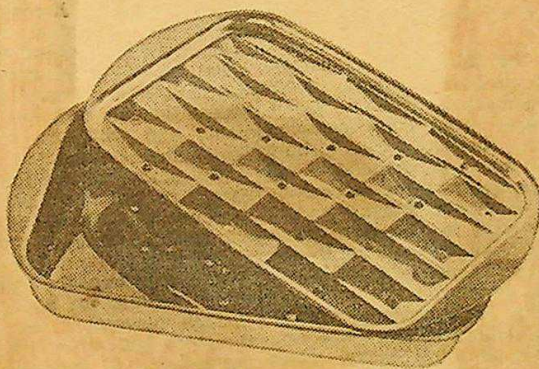


D7/~~97~~ 359

Home Furnishings Daily  
Sept. 20, 1960 - page 22.

Another line of fine products  
made of Reynolds Aluminum

## PRISCILLA WARE



### JUNIOR BROILER

This Priscilla ware aluminum broiler features new elliptical shape. Rack design eliminates spattering and smoke . . . allows rapid grease drain-off. Rounded corners, tapered sides make pan and rack easy to clean. Extreme width 8", length 12 $\frac{3}{4}$ ". Made by Leyse Aluminum Company, Kewaunee, Wisconsin.



ARTICLES, **BRITISH**

23.576

IF

65-15-1

1908

A.D. 1908. Nov. 3. N<sup>o</sup> 23,516.  
GRIMWADE'S COMPLETE SPECIFICATION.

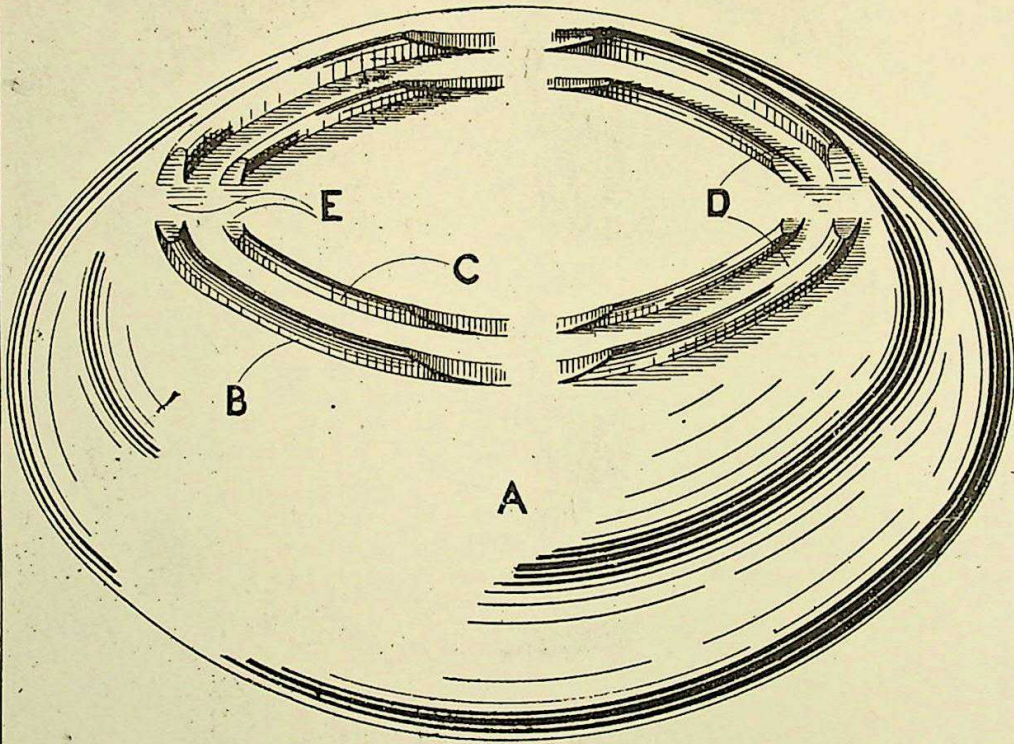
(1 SHEET)

GREAT  
BRITAIN  
#23516

79

734

Dishes & Plates



220-70

SEE  
SPECIFICATION  
ON BACK.

from 220/70  
XR D 7-23





Date of Application, 3rd Nov., 1908—Accepted, 26th Nov., 1908

# COMPLETE SPECIFICATION.

## Improvements in Earthenware Pie Dishes and the like.

I, LEONARD LUMSDEN GRIMWADE, of "The Watlands", Wolstanton, Stoke-on-Trent, Earthenware Manufacturer, do hereby declare the nature of this invention, and in what manner the same is to be performed to be particularly described and ascertained in and by the following statement:—

5 This invention relates to earthenware pie dishes and like vessels, the object of my present improvements being to provide an article of this kind which shall not be liable to split or crack when subjected to sudden changes of temperature, such as those experienced when being introduced into or withdrawn from a hot oven or stove, or when stood upon a surface of greatly different temperature. The invention also prevents the contents becoming burnt in the  
10 bottom of the vessel.

My said invention is illustrated on the accompanying drawing showing an inverted pie dish made according to my present improvements. Referring to the said drawing, the article A is moulded with two or more welts or parallel raised rings B C upon its undersurface, leaving an annular channel D between  
15 them. A gap E (or more than one) is made in each welt at any desired point in their circumference. For example I may make four of such gaps or breaks E at equal distances apart, the gaps in the larger welt B being close opposite the gaps in the smaller welt C, and so on. A small gap being found to be impracticable, I prefer that it should be at least half an inch long. Dividing the welts  
20 up by gaps in this fashion minimises the risk of the dish breaking under extremes of temperature. It also affords a means for enabling air to enter and circulate within the channel D, thus air space reducing the tendency of the contents of the vessel to become burnt during cooking.

25 Having now particularly described and ascertained the nature of my said invention, and in what manner the same is to be performed, I declare that what I claim is:—

1. In earthenware pie dishes and the like, providing the undersurface with two or more welts, each of which has a gap or gaps in its circumference.

30 2. The improvements in earthenware pie dishes and the like, substantially as hereinbefore described.

Dated this 2nd day of November, 1908.

LEONARD LUMSDEN GRIMWADE.

By:—Stanley, Popplewell & Co.,  
Chartered Patent Agents,

38, Chancery Lane, London. W.C.

Redhill: Printed for His Majesty's Stationery Office, by Love & Malcomson, Ltd.—1908.

[Price 8d.]



from 99/425XR  
(Specification is missing)

A.D.1839. APRIL. 25. N° 8051.  
JONES' SPECIFICATION.

FIG. 1.

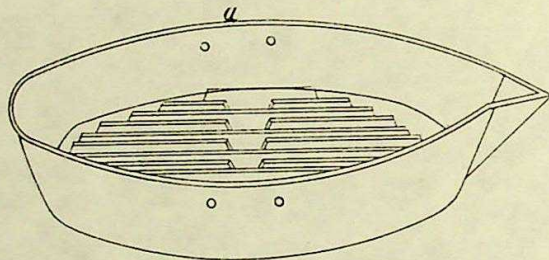
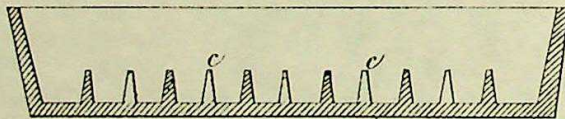


FIG. 2.



The enrolled drawing is colored.

FIG. 2.

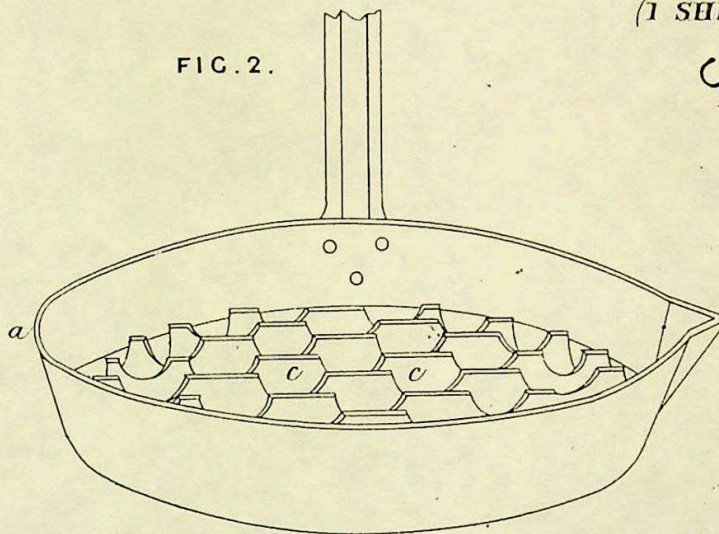
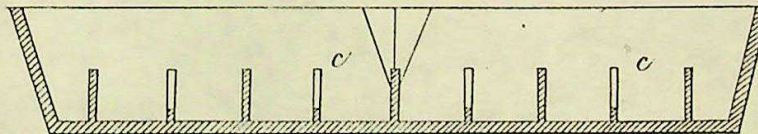


FIG. 4.



(1 SHEET)

58, DOMESTIC COOKING VESSELS,  
Gridirons.

APRIL 25, 1839 A.D.

GREAT BRITAIN  
# 8,051

97/359 XR

AU 293

Drawn on Stone by Malby & Sons

LONDON: Printed by GEORGE EDWARD EYRE and WILLIAM SPOTTISWOODE,  
Printers to the Queen's most Excellent Majesty. 1857.